

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

1. Name of Property

historic name Ford Apartments

other names/site number n/a

2. Location

street & number 1405 Pine Street [n/a] not for publication

city or town St. Louis [n/a] vicinity

state Missouri code MO county St. Louis (Independent City) code 510 zip code 63103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally.  
( See continuation sheet for additional comments [ ]. )

Mark A. Miles  
Signature of certifying official/Title Mark A. Miles/Deputy SHPO

12 Dec 04  
Date

Missouri Department of Natural Resources  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  
( See continuation sheet for additional comments [ ]. )

\_\_\_\_\_  
Signature of certifying official/Title

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register  
See continuation sheet [ ].
- determined eligible for the  
National Register  
See continuation sheet [ ].
- determined not eligible for the  
National Register.
- removed from the  
National Register
- other, explain  
See continuation sheet [ ].

Signature of the Keeper

Date

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ford Apartments  
St. Louis (Independent City), Missouri

**5. Classification**

| Ownership of Property                       | Category of Property                            | Number of Resources within Property |                  |
|---|---|-------------------------------------|------------------|
|   |   | Contributing                        | Noncontributing  |
| <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> building(s) | 1                                   | _____            |
| <input type="checkbox"/> public-local       | <input type="checkbox"/> district               | _____                               | _____ buildings  |
| <input type="checkbox"/> public-State       | <input type="checkbox"/> site                   | _____                               | _____ sites      |
| <input type="checkbox"/> public-Federal     | <input type="checkbox"/> structure              | _____                               | _____ structures |
|   | <input type="checkbox"/> object                 | _____                               | _____ objects    |
|   |   | 1                                   | 0 Total          |

Name of related multiple property listing.

n/a \_\_\_\_\_

Number of contributing resources previously listed in the National Register.

0 \_\_\_\_\_

**6. Function or Use**

**Historic Function**  
 DOMESTIC/multiple dwelling \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Current Functions**  
 DOMESTIC/multiple dwelling \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Description**

**Architectural Classification**  
 MODERN MOVEMENT \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Materials**  
 foundation concrete \_\_\_\_\_  
 walls brick \_\_\_\_\_  
 \_\_\_\_\_  
 roof asphalt \_\_\_\_\_  
 other limestone \_\_\_\_\_

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

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**8. Statement of Significance**

**Applicable National Register Criteria**

A Property is associated with events that have made a significant contribution to the broad patterns of our history

B Property is associated with the lives of persons significant in our past

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

Property is:

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

Community Planning and Development

**Periods of Significance**

1948-1950

**Significant Dates**

N/A

**Significant Person(s)**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Bradshaw, Preston J./architect  
H. B. Deal & Co./builders

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographic References**

**Bibliography**

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey

# \_\_\_\_\_

recorded by Historic American Engineering Record

# \_\_\_\_\_

**Primary location of additional data:**

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: Landmarks Association of St. Louis, Inc.

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## 10. Geographical Data

Acreage of Property less than one

### UTM References

A. Zone 15 Easting 743680 Northing 4279390

B. Zone Easting Northing

C. Zone Easting Northing

D. Zone Easting Northing

[ ] see continuation sheet

### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By

name/title Sect. 8: Carolyn Toft, Director; Sect. 7: Stacy Sone, Researcher; other: Matt Bivens, Researcher

organization Landmarks Association of St. Louis date August 20, 2004

street & number 917 Locust St., 7<sup>th</sup> Floor telephone 314-421-6474

city or town St. Louis state MO zip code 63101

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative black and white photographs of the property.

#### Additional Items

(Check with the SHPO or FPO for any additional items)

#### Property Owner

(Complete this item at the request of SHPO or FPO.)

name Peter Rothschild

street & number Rothschild Development Co., 4746 McPherson Ave. telephone \_\_\_\_\_

city or town St. Louis state MO zip code 63108

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**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 1

Ford Apartments  
St. Louis [Independent City], Missouri

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**Summary**

The Ford Apartments, located at 1405 Pine Street in St. Louis, Missouri, is a fourteen-story rectangular brick tower on a limestone base. The Modern building, completed in 1950, is almost completely unadorned. The center bays on the N. 14th Street facade and the westernmost bay on Pine Street are framed in a continuous limestone stringcourse. A vertical row of limestone-framed squares accents each street facade. The windows have a large center fixed-pane flanked by casement windows. Three storefronts occupy the lower story. Exterior alterations are limited to two boarded storefront windows and window air conditioner units that have been inserted into some windows; the interiors lobby is intact as are sample apartments available for inspection. The building retains integrity of location, design, setting, materials, workmanship, feeling and association.

**Exterior**

Ford Apartments' rectangular footprint runs approximately 45' along Pine Street by about 105' along N. 14th Street. The tower (floors two through fourteen) is L-shaped with the one-story section fitting into the intersection of the L. The first stories of the two street facades are clad in limestone; upper stories are red brick (photo 1). The main entrance is recessed on the west end of the Pine Street facade (photos 2, 3). Limestone panels line the walls of an open vestibule; limestone frames a pair of glass double-doors. The wall to the west of the doors holds a bronze panel in tribute to James L. Ford, Jr. (photo 3). A semicircular overhang bearing the address (1405) shelters the entrance bay.

The other two main facade bays contain replacement display windows in original openings. A fabric awning extending across these two bays wraps to the southernmost bay of the east facade where it shelters the replacement windows and door to a restaurant/bar. The next two bays of the six-bay N. 14th Street facade are boarded windows (in original openings) shielding the restaurant/bar (photo 1). Another restaurant (pizza carry-out) occupies the fourth bay which includes a single door and a two-part replacement display window. The pizza place and a mortgage broker business share the fifth bay comprised of a door and window. The last (northernmost bay) is a three-part display window.

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A thirteen-story brick tower, three bays wide on Pine Street and eight bays wide on N. 14th Street, rises over the limestone base (photo 1). All the windows on the Pine Street facade have a large center fixed-pane flanked by five-paned, steel-framed casement windows. The windows have limestone sills and soldier course brick lintels. The westernmost bay of the Pine Street facade is framed from the base of the brick tower to the top of the thirteenth story window by a narrow limestone stringcourse framed in turn by a column of stretchers placed horizontally. The roofline over the top of the bay is slightly taller (perhaps only the width of one brick taller) than the rest of the facade. The other two window bays on the Pine Street facade are more widely spaced horizontally. The void between the bays is filled by a limestone-framed brick square on each level centered between the windows.

The N. 14th Street facade has eight bays (photo 1). The same minimal articulation that appears on the south facade is repeated on the east in the two center bays. These two bays on each level are divided by a limestone square and are surrounded by a continuous limestone stringcourse. The windows flanking the two center bays are tall, narrow casement windows (two panes by five). The next flanking bays are the wider type like those in the center bays. The wall surface holding the two outside bays is slightly recessed and is wider on the south end than the north.

The tower of the north facade is approximately 30' wide (photo 4). It has two window bays divided on each story by a limestone-surrounded square. The one-story section, which is wider than the tower, has a two single doors and a pair of double doors. All three of these openings have soldier course lintels.

The first story of the west facade has no openings (photo 4). The long section of the L-shaped tower has six bays. The first (from the north) is a narrow casement window like the ones flanking the center section on the east facade. The windows in the second bay are shorter casements. The third window bay is fixed, multi-paned; the other is just an opening with a stone sill. Bays five and six are two panes wide and four tall. The short end of the L facing north has a single bay. The west side of the L's short section has no openings in the lower three stories (photo 5). Floors three through fourteen have a center multi-paned window flanked by the familiar stone-framed square.

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One early perspective indicates the presence of a paneled cornice and beltcourse articulating the brick cornice; another suggest a central outsized stone medallion centered at the top of the 14<sup>th</sup> Street elevation. There is no indication that either was realized in construction.

**Interior**

The building is divided into 104 apartments. Each level of the tower has one one-bedroom apartment, two studios and five efficiencies. Designed to maximize space, each apartment had a built-in kitchen that could be hidden behind a pair of doors (photo 6). A pair of double-door metal cabinets was located over a single unit comprised of a four-burner stove with refrigerator below, a sink, an oven/boiler combination and a small storage cabinet. A small countertop attached to the inside of the door could be raised or lowered. Pegboard for pan storage was also attached to the inside of the door. (These features remain intact in the vacant apartments opened for the preparer. It is not known how many remain throughout the building.) The poured-in-place concrete ceilings are coffered, probably to reduce the noise between the floors.

The spaces in the lobby have remained intact (photo 7). The original bronze mailbox panel for all 104 apartments is located in the hallway. A freight elevator and a passenger elevator stand back to back behind the wall holding the mailboxes.

**Integrity**

Exterior alterations are limited to two boarded storefront windows and window air conditioner units that have been inserted into some windows. The building retains integrity of location, design, setting, materials, workmanship, feeling and association.

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St. Louis [Independent City], Missouri

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**Summary**

The Ford Apartments located at the northwest corner of N. 14<sup>th</sup> and Locust Streets in St. Louis, Missouri is eligible for listing on the National Register of Historic Places under Criterion A for COMMUNITY PLANNING AND DEVELOPMENT. Designed in 1948 near the end of his career by the prolific architect Preston J. Bradshaw, this inaugural "slum-clearance" project was the first substantial residential structure (excluding hotels) erected in downtown St. Louis in the 20<sup>th</sup> century. The man credited with spearheading its construction had already gained community gratitude and national recognition for his tenacious efforts to rid the St. Louis area of the hazardous pall of coal smoke. Yet in spite of serious health problems, City Plan Commissioner James L. Ford, Jr. dedicated his final years to the mid-century urban housing challenge and the promises of downtown renewal. The apartment tower named for him constituted the first tangible outcome of years of disturbing reports and studies by the City Plan Commission. Initiated with private funds before the Federal Housing Act of 1949, the Ford Apartments launched the city's 54-block modernization plan and brought the era of Urban Renewal to St. Louis. The period of significance runs from 1948 to 1950, the dates of design and construction.

**Background**

James L. Ford, Jr. died of heart disease within a few days of celebrating his 75<sup>th</sup> birthday. A graduate of prestigious schools, Smith Academy (NR 4/23/02) in St. Louis and Amherst College, Ford entered his father's food brokerage firm. By age thirty-nine, he was President of the company, head of the National Food Brokers' Association and an acknowledged member of St. Louis' elite with a residence on Westmoreland Place (NR 2/12/74) complete with three resident maids (per 1930 U.S. Census) and a summerhouse in Hyannis Port.<sup>1</sup> Ford sold the firm in 1923 and entered banking, serving as President of Franklin Bank until it consolidated with the American Trust Company in 1928. His tenure as President of successor Franklin-American Trust Company (the sixth largest bank in the city) was cut short by the Depression. A forced merger in 1931 brought Ford to First National where his duties as a Vice President were apparently unremarkable. His

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<sup>1</sup> Ford lived at #54 Westmoreland Place from 1920 until 1946 when he moved to the nearby Park Plaza Hotel. In 1941, he bought 33 Westmoreland for his daughter Elise Ford Curby (who tore it down and built a smaller house) and # 52 for daughter Jean Ford Simmons, the Veiled Prophet Queen in 1929. Elsie's daughter Sally Ford Curby became VP Queen in 1960.



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life changed in 1938 when he assumed chairmanship of the old Community Chest Drive (now United Way).

Ford proved himself a persistent and persuasive leader, unwilling to settle for anything less than the goal. (It had not been met since 1932.) With \$40,000 still lacking, he gathered 100 businessmen to a meeting with Mayor Bernard Dickmann. As serendipity would have it, the meeting was held on November 28, dubbed "Black Tuesday." Looking out the window, Ford supposedly remarked: "Let's get this charities chore done, then tackle some other city problems. God knows we've got to do something about this smoke."<sup>2</sup> The money was raised on the spot.

St. Louis' use of soft coal (mostly mined in Illinois) had polluted the air for over 100 years. In January of 1823, the *Missouri Republican* reported that smoke was "...in some instances so dense as to render it necessary to use candles at midday."<sup>3</sup> As the city grew over the years, so did the problem. Anti-smoke ordinances in the 1890s brought only temporary relief. By the 1920s, growers would not sell evergreens to the city and the Missouri Botanical Garden was considering a move to St. Louis County. A sardonic aside in the December 26, 1926 *Post-Dispatch* stated: "Presumably the sun rose, but whether it did nobody knows." A year later the "Black Christmas of 1927" underscored the severity of the health hazard as did an unpopular Smoke Abatement League study showing St. Louis' annual soot deposit was twice that of Chicago's and four times that found in notorious Pittsburgh.

Finally, in 1934, in response to public outcry fanned by the local press, Mayor Dickmann appointed Raymond Tucker (a Washington University engineering professor) as his special assistant for smoke. Tucker pushed through a bill hoping to reduce ash and sulphur content by washing Illinois coal; coal merchants attacked the Mayor and Tucker in the press and the new ordinance in the federal courts. Although the judge ruled in favor of the ordinance, it was too little too late. After three suffocating weeks in late 1939 culminating in the aforementioned midnight-at-noon "Black Tuesday" on November 28, the Mayor and Tucker raised the ante— suggesting new standards that

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<sup>2</sup> *St. Louis Globe-Democrat*. "What One Man's Love for His City Can Accomplish" by Hamilton Thornton. January 28, 1951.

<sup>3</sup> Primm, James Neil. *Lion of the Valley*. p. 474.

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would outlaw Illinois coal except when mechanical stokers were used.<sup>4</sup> This proposal activated a hornet's nest of outrage.

To help blunt the criticism, Mayor Dickmann appointed a Smoke Elimination Committee with James L. Ford, Jr. as chairman.<sup>5</sup> The committee devoted months to a comprehensive report, then endorsed the Mayor's concept and launched a publicity campaign to counter the assaults of the coal interests. Ford also demonstrated his willingness to use heavy ammunition if it were called for. When Illinois producers threatened to boycott St. Louis business, Ford asked for an investigation by the United States Department of Justice. Boycott talk subsided.<sup>6</sup>

In April 1940, the Board of Aldermen enacted a model piece of abatement legislation admired and envied throughout the country. The legislation produced spectacular, immediate results on the Missouri side of the Mississippi River. For his leadership and tenacity, Ford received the prestigious St. Louis Award in 1940 and immediately turned over his \$1,000 check to the Gifts Committee of United Charities for the purchase of smokeless fuel for the needy. But his job in smoke abatement was not finished. "Attempts to use wartime emergencies as an excuse to break down enforcement of the ordinance invariably found Ford, armed with statistics and logic, ready to beat down the opposition."<sup>7</sup> He also organized and directed a metropolitan coalition that urged municipalities that fringed the city to enact the same restrictions. With a year or two, most in St. Louis County had done so.

### **Elaboration**

After the war Ford embarked on more civic challenges. Working with Luther Ely Smith (another Amherst alum) in 1945, Ford raised the needed \$225,000 for an international

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<sup>4</sup> *ibid*, p. 477.

<sup>5</sup> *St. Louis Globe-Democrat*. "What One Man's Love for His City Can Accomplish" by Hamilton Thornton. January 28, 1951. Later, Ford recalled how the inexperienced group set about the formidable task. Paying all their own expenses, committee members traveled, called in experts, went into coalmines and processing plants and studied firing equipment.

<sup>6</sup> *ibid*.

<sup>7</sup> *St. Louis Post-Dispatch*. Obituary, January 16, 1956.

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architectural competition for the moribund Jefferson Memorial project.<sup>8</sup> He then turned his attention to duties on the City Plan Commission, his work as Chair of the still-functioning Smoke Elimination Committee (hoping to extend restrictions into Illinois) and a new assignment as head of St. Louis' Anti-Slum Commission. The slum effort was three-fold: to eradicate "blighted" areas, to help replace low-income housing and to provide incentives for the middle-class to remain in or return to the central city. It was the third area of concern that matched Ford's talents most closely.

On Memorial Day 1938, nearly two years after President Franklin D. Roosevelt dedicated the site, the Soldiers Memorial Military Museum was unveiled as the last piece in the Public Plaza grouping. A stunning accomplishment of public will and architectural collaboration, completion of the plaza was overshadowed by the smoke problem, the continuing Depression and growing slums. Studies by the City Plan Commission from the late 1930s pinpointed "obsolete" areas within fifteen blocks of downtown where urban ills (infant mortality, illegitimate children, tuberculosis and delinquency) were statistically over-represented. Demolition of substandard housing and construction of large-scale, low-cost housing projects were offered by the Plan Commission as solutions. In 1939, the city embarked upon its first federally assisted, low-rent housing projects. Carr Square Village just north of downtown and Clinton-Peabody on the south near City Hospital (NR 2/2/2001) were completed in 1942.

In December of 1942, the City Plan Commission released *Saint Louis After World War II*— a classic example of prevalent planning bias. The following (seemingly grim) statistics were cited and state-of-the-art opinions advanced: "More than one-third of the dwelling units in St. Louis were constructed prior to the year 1900. Of these 80,000 or more dwelling units it can be assumed that at least 50,000 are sixty years of age. . . . The oldest buildings are in the most centrally located areas of St. Louis. These areas are unattractive and unsatisfactory places of residence. . . . Blight is directly related to Age of Houses. . . . Obsolete Areas must be reconstructed by large scale methods." After a summary discussion of the appropriate role of the Federal government in the production of low-cost housing, the authors suggested that middle-class families would be enticed to

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<sup>8</sup> The Jefferson National Expansion Memorial had been established in late 1933; in 1935, the electorate apparently approved (the election was claimed to have been fraudulent) a bond issue of \$7,500,000 as the city's portion.

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the central city "...if good accommodations and pleasant neighborhood conditions could be provided."<sup>9</sup>

The city had compelling reasons to be concerned about the middle-class; in the decade between 1930 and 1940, the first actual net loss (almost 6,000 residents) had been recorded as its national standing slipped to 8<sup>th</sup>. Ford settled on the newly complete public plaza as the ideal site for his vision to reverse the trend. In July of 1945, he wrote a feature story for the *Post-Dispatch*, "St. Louis Shrinking from Blight so Rapidly that Revolutionary Action is Needed, Says James L. Ford, Jr."

Our City, therefore, is shrinking in two-thirds of its area. Only an outer fringe is gaining in population and the vacant ground in that district is largely used up. Our citizens will never go back to the desolation of the blighted area... Something must be done about it—something so radical and impressive that it must be revolutionary even to the extent of tearing down and rebuilding large sections of St. Louis... Our Plaza should be greatly enlarged and faced with decent and attractive multiple dwelling places located there by public or private funds. There could very easily be built a section Twelfth Street to Grand Avenue which, facing plazas, playgrounds and community centers, would offer an irresistible appeal because of its improvement over the old and its convenience to the life of the city.<sup>10</sup>

But on November 25, 1945, Ford, after six weeks in the hospital for heart trouble, announced that he was reluctantly resigning from all civic duties at the advice of his doctor. The story was big news. Mayor Kaufmann, described as a close friend of Ford's, extolled his work for the new Anti-Slum Commission: "Ford spent much time in interesting and enlisting potential sources of capital in the work, in arousing enthusiasm on the part of both private builders and public and quasi-public housing agencies, and is sponsoring legislation which would provide a healthy climate for the undertaking. He leaves to his successor a young but vigorous organization."<sup>11</sup> No successor, however, was announced.

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<sup>9</sup> St. Louis City Plan Commission. *Saint Louis After World War II*. p. 27.

<sup>10</sup> *St. Louis Post-Dispatch*, "St. Louis Shrinking from Blight so Rapidly that Revolutionary Action is Needed, Says James L. Ford, Jr." July 9, 1945.

<sup>11</sup> *St. Louis Globe-Democrat*. "James L. Ford Jr. Resigns from City Smoke Group." November 25, 1945.

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Within a short time Ford and his wife moved from the mansion on Westmoreland Place to the convenience of the nearby Park Plaza Hotel. Although it was said he could not walk more than a block, Ford would not completely relinquish his latest dream. Newspaper accounts soon mention his role as chair of the Anti-Slum Commission's subcommittee evaluating areas for clearance. Gradually, an initial project evolved in what was envisioned as a long-range "modernization" program encompassing 54-blocks. The first site selected focused on the area between Market and Olive and 14<sup>th</sup> and 18<sup>th</sup> Streets; advantages of this location included proximity to Memorial Plaza and the need to relocate only about 200 households.

In early 1948, after running the idea by five prominent businessmen including Ford, Mayor Aloys P. Kaufmann called for a major bond issue to acquire sites for housing projects. On September 11, Ford, quoted at a kick-off meeting for the \$16 million bond issue campaign (held nearby the Plaza site in Assembly Hall # 1 at Kiel Auditorium, NR 2/11/00), hinted that an apartment building launch was close to reality. A month later Ford held a press conference to announce the "first actual undertaking" in the slum clearance program. Estimated to cost \$1,250,000, the building to be erected by H. B. Deal & Co. was described in the *Globe-Democrat* as a "purely private enterprise project."<sup>12</sup> The *Star-Times* gave more prominent play to the story, including a rendering of the concrete Modern design housing 104 families "in the contemporary style devoid of extreme mannerism to maintain the dignity essential in a downtown apartment structure." Ford noted that Deal had approached him about six weeks earlier "in a public-spirited" manner and had now decided to forge ahead as "a sound business investment."<sup>13</sup>

H. B. Deal & Co. (organized in 1922) brought an impressive construction history to the task. Earlier projects of note included Neighborhood Gardens (NR 1/31/86), the Missouri Pacific Office Building (NR 11/27/02) Soldiers Memorial and the St. Louis Armory. The company was also nearing completion on the new \$1,650,000 St. Louis County Courthouse in Clayton. Architect Preston J. Bradshaw had enjoyed an equally notable resume over an even longer period of time—most recently paired with Deal as architect for the Lucas-Hunt Village and St. Louis County Courthouse projects. Noted especially for his masterful hotel and apartment designs in St. Louis and other cities, Bradshaw had

<sup>12</sup> *St. Louis Globe-Democrat*. "Apartment of 14 Floors to be at 14<sup>th</sup> and Pine." October 12, 1948.

<sup>13</sup> *St. Louis Star-Times*. "Apartments at 14<sup>th</sup> and Pine to Launch Slum Clearance." October 12, 1948.

Holding this press conference less than a month before the bond issue vote was probably designed to help convince the public to vote "Yes." It voted "No."

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acquired an enviable degree of financial independence due to his involvement in the development arm of many projects.

Figure 1: Perspective of unknown date from the Saint Louis Public Library. The perspective indicates the presence of a paneled cornice and beltcourse articulating the brick cornice. There is no indication that this was realized in construction.



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The Ford Apartments would be Bradshaw's last, large building. His death a few years later occurred in his suite at the Coronado Hotel where he had acted as manager from 1925 until 1947 when he sold it to new owners.<sup>14</sup> On October 22, 1948, the Municipal Art Commission gave conditional approval to the exterior design on the new apartments; but work on the \$1,400,000 project did not begin until early November of 1949 after the final commitment for the FHA loan to be processed by First National was in hand.

One year later on November 10, 1950, a ceremony celebrating the installation of a bronze plaque naming the building was held at the site. The plaque reads: "James L. Ford, Jr. This apartment building was named for him in grateful recognition of his wise, patient and courageous leadership in smoke clearance and other civic activities." Speaking to 200 invited guests Mayor Joseph M. Darst stated: "This structure has been aptly called a practical monument to the foresight of Ford and men like him. I like to think of this building as only the first of many which will eventually surround this plaza." Former Mayor Aloys P. Kaufmann, who had kept Ford involved as a member of the Slum Clearance Commission, described the honoree as the man who "led the way in the rehabilitation of the downtown area." Ford thanked many others involved in the anti-slum effort, praising contractor Horace B. Deal as the "kind of man of action the city needs to put across the ideas of persons interested in civic betterment."<sup>15</sup>

Initial announcements had stated that the reinforced concrete apartment building would be faced with buff brick to match the limestone-sheathed base. As built, the contrasting red brick serves to emphasize the verticality of the design. The absence of a cornice, the projection of a single bay and a group of bays from the principle mass, the asymmetrical fenestration of openings of unequal size and the upward path of the decorative panels all contribute to the thrust of the design. The thirteen one-bedroom and ninety-one efficiency units were calculated to attract returning veterans and other adults with small space needs into downtown. It worked. The *Post-Dispatch* of May 5, 1956, describing the view from the Soldiers Memorial looking north to the street front restaurant and cocktail lounge at the Ford Apartments, mentioned that the building was 100% occupied.

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<sup>14</sup> Most sources give Bradshaw's birth date as June 19, 1880 based on his application for Junior membership in the St. Louis Chapter of the AIA. But his age of 69 or 70 as reported in obituaries from December of 1953 does not compute with a birth date of 1880. Census records also don't fit, although there are inconsistencies from decade to decade within those documents. The most likely explanation is that he added a few years to his AIA membership request in order to be old enough for consideration.

<sup>15</sup> "James L. Ford Jr. Honored at Apartment Dedication." Unidentified clipping from November 11, 1950.

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The Federal Housing Act of 1949 included a \$1 billion loan fund enabling cities to plan redevelopment projects, acquire land and demolish existing buildings. The land could then be sold, at a loss, to a private redevelopment corporation. With federal matching funds providing 2/3rds of the cost, the Land Clearance for Redevelopment Authority bought and began clearing the rest of the Plaza Square Urban Renewal area in 1953. It would be a much contested and relatively slow process before construction on those seven high-rise apartment buildings (designed by HOK and Harris Armstrong) finally got underway in 1959. Immediately to the west, land acquisition had already begun for the massive Mill Creek Valley Urban Renewal Area (one of the largest in the United States).

Meanwhile, in November of 1955, the Ford Apartments sold for an undisclosed amount to the Lindell Mortgage Company, a sale consummated through the stock of the Fourteenth & Pine Realty Company, the corporate owner. The small news article recounting the transfer noted that the loan of \$863,400, made by the First National Bank in St. Louis [Ford's bank] and insured by the Federal Housing Administration, had been reduced to \$787,354. A vacant lot immediately west of the property was also purchased from H. B. Deal & Co. for tenant parking.<sup>16</sup>

James L. Ford, Jr. died on January 16, 1956. Extensive coverage in local newspapers included the *Globe-Democrat* editorial, "A Splendid Citizenship," wherein Ford's many contributions to the metropolitan community were enumerated. In 1957, the federal government filed suit to recover \$113,531 in alleged excess profits from defendants Horace B. Deal, Clarence B. Deal, William H. Deal, the Fourteenth & Pine Realty Company, Inc. and the H.B. Deal and Company, Inc. The charges alleged that the defendants borrowed more federally insured funds for the Ford Apartments than needed and distributed the surplus, principally in the form of dividends, to themselves. The petition also alleged that shares in the project corporation (Fourteenth & Pine Realty), which obtained the \$863,400 loan, were transferred to H. B. Deal Company. The project corporation then entered into an agreement with the contractors for \$767,273. The suit noted that there was a complete overlap of interests between the two corporations with the defendants serving as officers and directors of both.<sup>17</sup> Although the ten-hour deposition with Clarence B. Deal (one of the owner's sons) revealed exhaustive details about project construction and costs (including Bradshaw's fee of \$30,483), eventually,

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<sup>16</sup> *St. Louis Post-Dispatch*. "Ford Apartments Sold By Builder." January 11, 1955.

<sup>17</sup> *St. Louis Globe-Democrat*. "Ford Apartment Builders Sued for 'Windfall' Profits." August 3, 1957.



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in February of 1959, the case was dismissed "with prejudice and without cost to either of the parties."

In early 1965, the property was sold by the Lindell Mortgage Company to the 14<sup>th</sup> & Pine Realty Company which retained ownership until 1974. The next owner of the Ford Apartments was a New York partnership. Maintenance slipped and in 1979, one apartment on each of three floors was rented to the St. Louis Housing Authority as subsidized housing. In 1998, the property brought only \$950,000 when it sold to another investor. The most recent owner, a local partnership, purchased the Ford Apartments in 2001 with the intention to upgrade the units and the image. The Ford Apartments embodied planners' mid-20<sup>th</sup> century optimism that upscale housing in downtown St. Louis would reverse the exodus from the city. Over fifty years later, its successful rebirth is predicated on the momentum created by hundreds of housing units inserted in historic downtown buildings designed for other uses—a concept unthinkable in 1950.

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December 7, 1953. "A Splendid Citizenship," January 17, 1956. "Ford Apartment  
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United States District Court for the Eastern District of Missouri. Case Number  
57C237(2). The United States of America and Norman P. Mason vs. H. B. Deal et. all.  
May 2, 1957.

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Ford Apartments  
St. Louis [Independent City], Missouri

**Boundary Description**

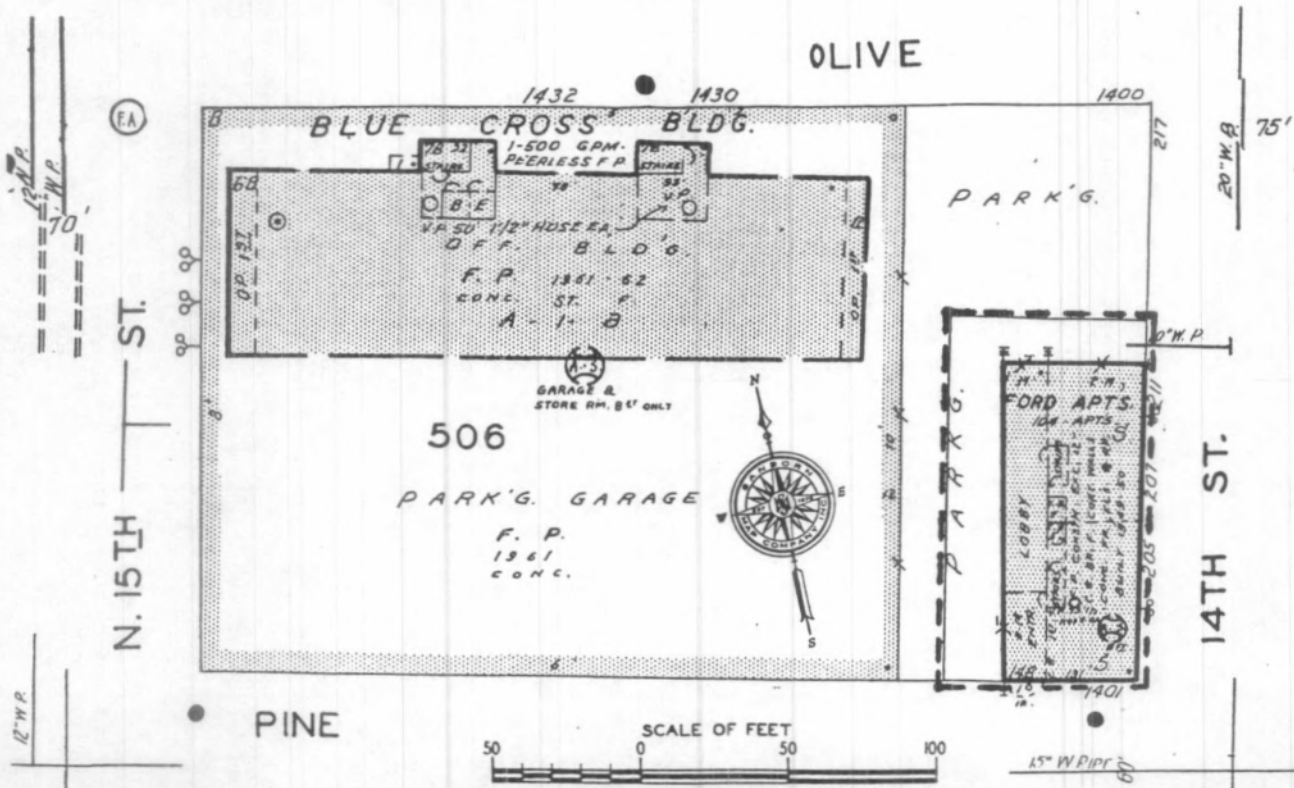
The nominated parcel is located at 1405 Pine Street on City Block 506 in St. Louis, Missouri. The site is legally known by the assessor's office as parcel number 00050600030. The property is part of J. A. Lucas & A. L. Hunt's Addition in Surveys 941 and 946 of the St. Louis Common Fields; no lot numbers were assigned. The nominated property is indicated by a dashed line on the accompanying map entitled "Ford Apartments Boundary Map."

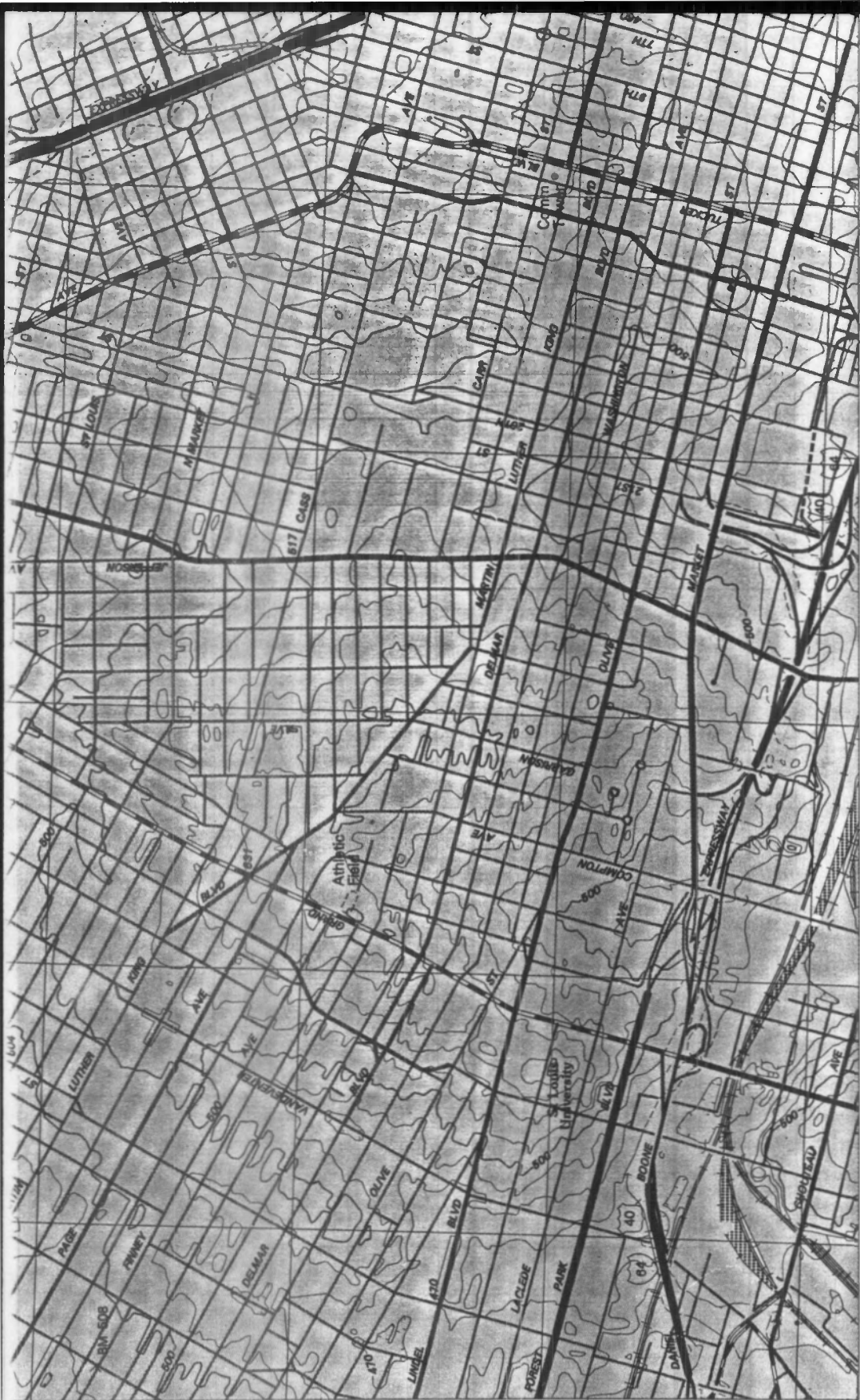
**Boundary Justification**

The nominated parcel includes all of the property historically associated with the Ford Apartments.

**Ford Apartments Boundary Map**

Source: Sanborn Map Company, v. 1W, plate 44, 1968.





Ford Apartments  
 St. Louis (Independent  
 City), MO  
 Zone 15  
 Northing  
 4279390  
 Easting  
 743680

38° 37' 30" - 90° 6' 15"

'40

'41

12 280 000 FEET (IL WEST)

12' 30"

'44

**Produced by the United States Geological Survey**

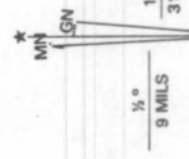
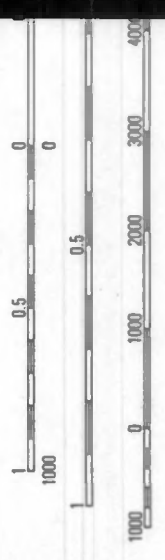
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15  
 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed  
 There may be private inholdings within the boundaries of the National or State reservations shown on this map

SCALE



CONTOUR  
 SUPPLEMENTARY TO  
 NATIONAL GEODETIC  
 TO CONVERT FROM FEET  
 THIS MAP COMPLIES WITH NA  
 FOR SALE BY U.S. GEOLOGICAL SURVEY  
 AND ILLINOIS GEOLOGICAL SURVEY  
 AND DIVISION OF GEOLOGY  
 MISSOURI DEPARTMENT OF NATURAL RESOURCES  
 A FOLDER DESCRIBING TOPOGRAPHIC INFORMATION

UTM GRID AND 1999 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET



Ford Apartments

St. Louis (ind. city), MO

Stacy Sone

7/04

Landmarks Assn. of St. Louis

View to NW

#1 of 7



Ford Apartments

St. Louis (ind. city), MO

Stacy Sone

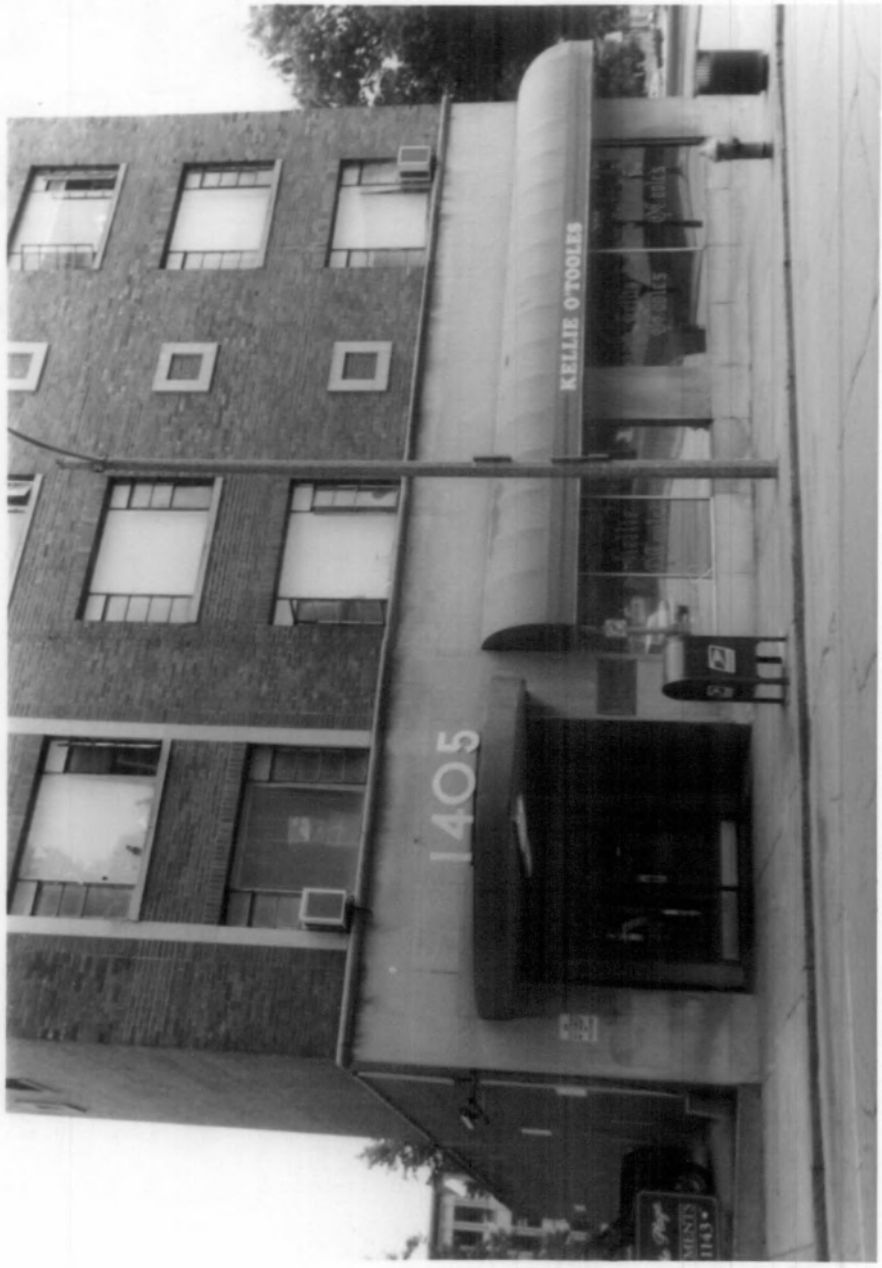
7/04

Landmarks Assn. of St. Louis

View to N

# 2 of 7





Ford Apartments

St. Louis (ind. city), MO

Stacy Sone

7/64

Land marks Assn. of St. Louis

view to NW

#3 of 7



Ford Apartments

St. Louis (ind. city), MO

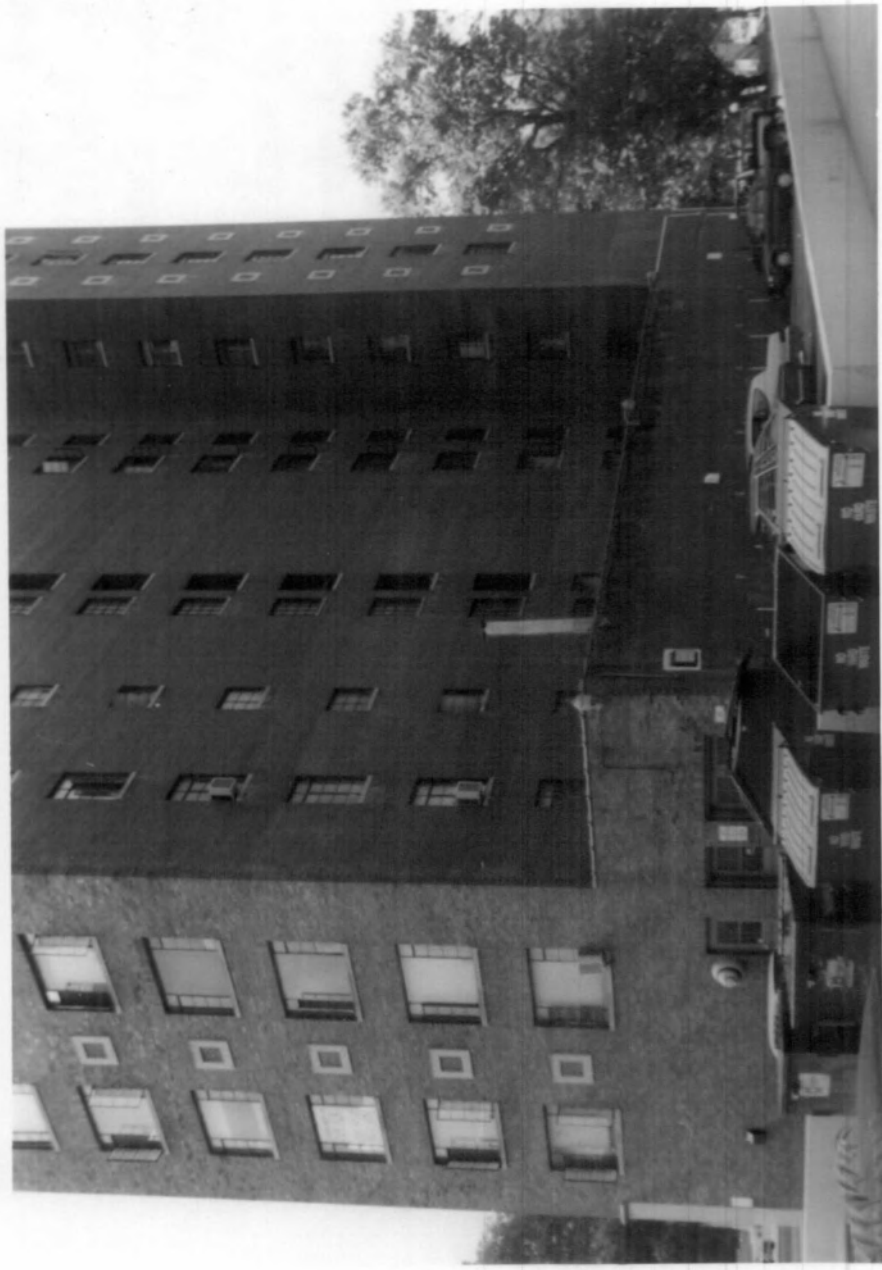
Stacy Sone

7/04

Landmarks Assn. of St. Louis

view to SE

#4 of 7



Ford Apartments

St. Louis (ind. city), MO

Stacy Sore

7/04

Landmarks Assn. of St. Louis

View to NE

# 5 of 7



Ford Apartments

St. Louis (ind. city), MO

Stacy Sone

7/04

Landmarks Assn. of St. Louis

view to NE

# 6 of 7





Ford Apartments

St. Louis (ind. city), MO

Stacy Sone

7/04

Landmarks Assn. of St. Louis

view to NE

# 7 of 7

